



WKMG

# ORDER

Flight Dates 10/23/12-10/29/12

Contract / Revision 257673 /

Original Date / Revision  
09/20/12 09/20/12

Advertiser POL/RPOF 3 PACK//R/STR/F

Agency Mentzer Media Services

Buying Contact Elise Cloyd

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Product RPOF/HUK, GAE, GARD.

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1926

Alt Order # 06297588

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 73200

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	58	\$55,292.50	\$65,050.00	0.00
November 2012	11	\$6,927.50	\$8,150.00	0.00
Totals	69	\$62,220.00	\$73,200.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	58	\$55,292.50	\$65,050.00
10/29/12	10/29/12	11	\$6,927.50	\$8,150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WKMG	10/23/12	10/26/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$1,000.00		0.00			
2	WKMG	10/23/12	10/26/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$1,000.00		0.00			
3	WKMG	10/23/12	10/28/12	M-SU 11p News M-SU 11p News	CM	11-1135p	-TWTFS	:30	8	\$1,500.00	P-2	0.00	NM	8	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTFS					8	\$1,500.00		0.00			
4	WKMG	10/23/12	10/23/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00



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Advertiser POL/RPOF 3 PACK//R/STR/ Product RPOF/HUK, GAE, GARD.

Estimate # 1926

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	WKMG	10/23/12	10/23/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-----		1				\$10,000.00		0.00			
9	WKMG	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1				\$2,500.00		0.00			
10	WKMG	10/28/12	10/28/12	1030-1130a Face Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1				\$3,000.00		0.00			
13	WKMG	10/29/12	10/29/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$1,000.00		0.00			
14	WKMG	10/29/12	10/29/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$1,000.00		0.00			
E 15	WKMG	10/29/12	10/29/12	M-F 11p News M-F 11p News	CM	11-1135p	M-----	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2				\$1,500.00		0.00			
N 16	WKMG	10/23/12	10/26/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	8	\$350.00	P-2	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		8				\$350.00		0.00			
N 17	WKMG	10/23/12	10/26/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-TWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$300.00		0.00			
N 18	WKMG	10/23/12	10/26/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-TWTF--	:30	8	\$800.00	P-2	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		8				\$800.00		0.00			
N 19	WKMG	10/23/12	10/26/12	3-4p Doctors The Doctors	CM	3-4p	-TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$350.00		0.00			
N 20	WKMG	10/23/12	10/26/12	M-F David Letterman David Letterman	CM	1136p-1238a	-TWTF--	:30	8	\$250.00	P-2	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		8				\$250.00		0.00			
N 21	WKMG	10/27/12	10/27/12	Sat Prime 8p Crimetime Sat 8p	CM	8-9p	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$650.00		0.00			
N 22	WKMG	10/27/12	10/27/12	Sat Prime 9p Crimetime Sat	CM	9-10p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$1,000.00		0.00			



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														Spots	Amount
N22	WKMG	10/27/12	10/27/12	Sat Prime 9p Crimetime Sat	CM	9-10p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
N23	WKMG	10/27/12	10/27/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----S-	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-					1	\$1,100.00		0.00			
N24	WKMG	10/29/12	10/29/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----					2	\$350.00		0.00			
N25	WKMG	10/29/12	10/29/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	M-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----					2	\$800.00		0.00			
N26	WKMG	10/29/12	10/29/12	3-4p Doctors The Doctors	CM	3-4p	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----					1	\$350.00		0.00			
N27	WKMG	10/29/12	10/29/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----					2	\$250.00		0.00			
N28	WKMG	10/28/12	10/28/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S					1	\$9,000.00		0.00			
N29	WKMG	10/23/12	10/26/12	News at 5p News at 5p	CM	5-530p	-TWTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--					2	\$750.00		0.00			
N30	WKMG	10/23/12	10/26/12	CBS Evening News CBS Eve News	CM	630-7p	-TWTF--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--					1	\$2,500.00		0.00			
Totals														69	\$73,200.00